

JIMMY SCHWARTZ

ADVERTISING/CREATIVE DIRECTOR/WRITER/MENTOR

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ABOUT ME:

I'm a Creative Director and writer with extensive experience in TV and video, radio, print and retail activation. While I've spent the majority of my career above the line, I consider myself a skilled contributor to all media channels, including broadcast and digital content, shopper, experiential, out-of-home, B2B, and PR.

2017 to PRESENT:

Currently, I'm a Writer/Creative Director for **Geometry Global**, working primarily on Kimberly-Clark Family Care Brands like Scott, Viva and Kleenex and new business. A multi-channel campaign for Scott brands is due to roll out in 2018-19.

2014-2017

To enhance my ability as a marketer on both sides of the line, I joined a top insight-based shopper agency, **Arc/Leo Burnett** as a writer/creative director. While there, I wrote creative platforms and activation for P&G's Crest, Oral-B, Always and Tide, Verizon, Samsung, Walmart, Target, MillerCoors, McDonald's and more. In 2017, I was the principal writer for the current Ann and Robert H. Lurie Children's Hospital brand campaign, "*All, For Your One.*"

BEFORE THAT:

I was a VP/ CD/ Writer at **FCB CHICAGO** where I created above-the-line campaigns for virtually all of FCB's largest accounts including multiple brands for MillerCoors, Kraft Foods and S.C. Johnson.

I created or was the primary writer on seven beer campaigns for MillerCoors, all of which lasted three years or more, including "TASTE GREATNESS" for Miller Lite, "EXPECT MORE FROM AN ORIGINAL" for Coors, and "TAP THE ROCKIES" for Coors Light.

ALSO, THERE WAS THIS:

Until 2012, I was CD and principal writer on several Kraft Brands including Kraft Mac & Cheese. I was the writer and primary creative client contact for both the mom-targeted "Blue Box" and "Cheeseasaurus Rex" kids' animation campaigns.

WRITING ABOVE-THE-LINE

My *above-the-line* experience as a marketing writer represents the majority of my career and has paid for my house, clothes and toys and includes: Coors, Coors Light, Miller Lite, MillerCoors New Products, Kraft Mac & Cheese, DiGiorno Pizza, Kraft Naturals, Jell-O, Breakstone's, Velveeta, Applebee's, KFC, Windex, Pledge, Edge Gel, Raid, Ziploc, Stelara (Pharma), TD Canada Bank, the University of Chicago Booth School of Business and Lurie Children's Hospital of Chicago. Thank you, all.

WHAT ELSE?

- A priority for me has become the support of a positive agency culture and the mentorship of talented young creatives and account people who represent an agency's future. Sharing experience, as the generation ahead once shared with me, is an essential part of my skill-set and professional frame of mind. Having someone say "thank you for your help" is better than almost anything else that will happen to you that day.
- I actively pursue not-for-profit opportunities because it's important. To that end I have worked for the Juvenile Diabetes Research Foundation, World Wildlife Fund, National Partnership for Women and Families, the Carnegie Institution for Science, Alliance for Water Efficiency, Robert Wood Johnson Foundation and The Lamb's Farm in Libertyville, among others.
- My work has appeared in the *Wall Street Journal's* annual list of America's Top 25 Best Liked/Best Remembered Commercials three times for two different agencies.
- My food writing has appeared in two James Beard award-winning publications (*Gastronomica* Fall '13 and *Leite's Culinaria*, '12.) I am also an avid cook, guitar player, art enthusiast, incurable Cub fan and dedicated husband and awestruck father of two. There are 10 mushrooms in the forest that I can positively identify and bring home to eat.

MY EDUCATION

- Bachelor of Science in Journalism/Advertising from Northern Illinois University. Further education is credited to hearsay, good parenting, big ears, good notes, brilliant colleagues, the occasional bitter defeat, great clients and a little something new everyday.

Thanks for your consideration and for taking the time to read this.

**REFERENCES and ALL WORK
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